



Wisconsin
 **2026**
MEDIA KIT **Holstein News**

The official publication of the Wisconsin Holstein Association



PRINT ADVERTISING

The *Wisconsin Holstein News* is the official publication of the Wisconsin Holstein Association. Published 6 times per year, the *News* focuses on promoting Registered Holstein breeders, sharing association news, recognizing members' accomplishments and providing content that is of interest to members.

The News reaches 1500 people and members around the state and beyond.

ADVERTISING COSTS

Ad design is included FREE with each breeder ad placed in the *Wisconsin Holstein News*. No designer, no problem, we are happy to create an ad for you.

BREEDER RATES:

Full page, color: \$450
 Half page, color: \$260
 Quarter page, color: \$175
 Business card, color: \$30
 Photos: \$5 each

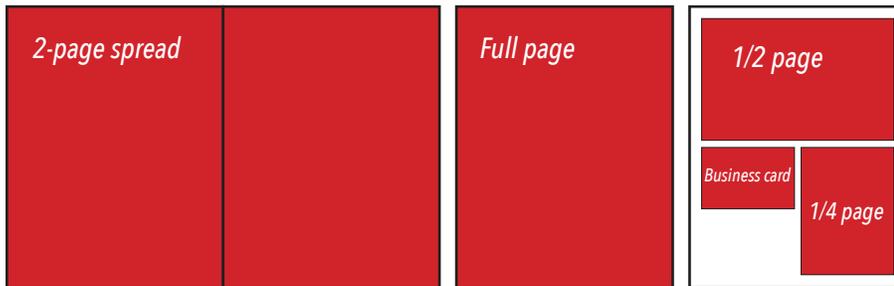
COMMERCIAL RATES:

Full page, full color: \$600
 Half page, color: \$350
 Quarter page, color: \$225
 Business card, color: \$51
 * commercial ads should come print ready

Contract discounts are available, please contact marab@wisholsteins.com.



AD SIZES



- 2-page spread: 16" x 10.875" with .125-inch bleed on all sides (or two pages)
- Full page ad size: 8" x 10.875" with .125-inch bleed on all sides
- Half page ad size: 7" x 4.9"
- Quarter page ad size:
- Business card ad size:

PRINT SCHEDULE AND DEADLINES

Winter

Distinguished Junior Members
 Wisconsin Holstein Convention Information
 Junior All-Wisconsin Winners
Ad space and info needed by January 6
Print-ready ads needed by January 9
Planned mailing date: January 21

Spring

Midwest Holsteins
 Junior Convention Results
 Wisconsin Dairy Showcase Rules and Entry Form
 All-Wisconsin Winners
Ad space and info needed by February 1
Print ready ads needed by February 9
Planned mailing date: February 26

Late Spring

Production Issue
 District Show Entry and Rule Information
 Adult Convention Award Winners
 Top Performer Winners
Ad space and info needed by March 23
Print ready ads needed by March 27
Planned mailing date: April 14

Summer

Summer Show information
 District Show Results
 Wisconsin Dairy Showcase Results
 National Convention winners
Ad space and info needed by July 6
Print ready ads needed by July 10
Planned mailing date July 24

Fall

Midwest Holsteins
 Wisconsin Summer Championship Show Results
 Wisconsin State Fair Junior Dairy Show Results
Ad space and info needed by August 28
Print ready ads needed by September 9
Planned mailing date September 29

Late Fall

Junior Convention information
 WDE Results
 Junior Award Winners
Ad space and info needed by October 26
Print ads needed by October 31
Planned mailing date November 14

MIDWEST HOLSTEINS

Midwest Holsteins is a special center section featured in the Spring and Fall issues of the *Wisconsin Holstein News*. This section is included in other Midwest state magazines giving your ad even more reach. The *2025 Spring Midwest Holsteins* section reached 3,390 readers and the *2025 Fall issue* reached 4,250 readers. Elevate your exposure by considering advertising in *Midwest Holsteins*.

Midwest Holsteins Ad Sizes

Full page ad size: 8.5" x 11" with .125-inch bleed

Half page ad size: 7.5" x 4.9"

Midwest Holsteins Circulation 2025

Wisconsin: 1500 Illinois: 250

Minnesota: 460 Iowa: 300

Michigan: 530 Ohio: 760

Missouri: 450

Midwest Holsteins Breeder Advertising Rates

Full page, color: \$450

Half page, color: \$250

Midwest Holsteins Commercial Advertising Rates

Full page, color: \$600

Half page, color: \$350

AD SUBMISSION

IF WE DESIGN YOUR AD

Suggestions for sending images for your ad:

- Pictures should be sent as high resolution (300dpi) and saved as .jpeg or .tiff. Smartphone photos are acceptable if they are sent in their original size. Compressed phone images are not accepted.
- Emailed images need to be attached to the email at full resolution, do not choose an option to downsize the file when you attach it. The same goes for forwarding attachments, make sure they forward at full size.
- Logos should be high resolution in saved as .ai, .eps, .jpeg or .psd.

These suggestions are in place so we can produce the best quality ad for you!

PRINT READY ADS

Ads coming print ready (camera ready) should be emailed as a .jpeg, .tiff or PDF file at high resolution (300 dpi). PDF is preferred. It is also in your best interest to send the file in CMYK color format. Ads not meeting resolution or size requirements will not be accepted and a request to fix these errors will be made before we can run the ad. This ensures the highest print quality of your promotion.

Contact Director of Communications, Mara Budde, with questions or to reserve your advertising space at 800-223-4269 ext 2 or marab@wisholsteins.com.

DIGITAL ADVERTISING

If the digital advertising space is more your goal, the *Wisconsin Holstein News* can help! Any ad placed in the *News* gets shared on our Facebook page after the issue hits mailboxes at no extra charge. The *Wisconsin Holstein News* is also available in digital format on wisholsteins.com.

OPTIONS FOR DIGITAL ADVERTISING:

- Digital ads on the Wisconsin Holstein Association website
- Paid promotion on the WHA Facebook page
- Advertising in our Wisconsin Holstein e-newsletter sent out no less than 8 times per year

CONSIDER DIGITAL ADVERTISING FOR:

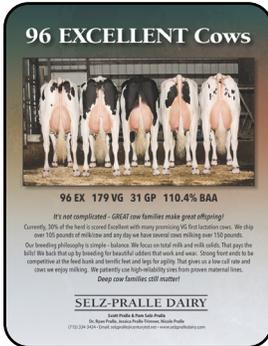
- Sales with a catalog link
- As a compliment to your print advertisement
- Showcasing new genetics
- An on-farm event
- Advertising outside of our *News* print schedule



ONE AD - MANY POSSIBILITIES!

Use your final ad designed by us for:

- A banner for shows or your barn
- Digital ad - a JPEG will be provided of the final product. Share it on social media!
- A flyer for your farm
- Promotion in other publications





marab@wisholsteins.com

DIGITAL STATS - 2025

WHA WEBSITE

Page views: 103,716

Active users: 24,306



FACEBOOK

Followers: 17,754

Views: 4,664,062

Content Interactions: 74,406

Page visits: 154,548



INSTAGRAM

Followers: 5,775

Views: 80,162

Reach: 7,328

Page visits: 2,600



E-NEWSLETTER

Subscribers: 1,336

Average open rate: 42.3%

Click rate: 3%

Clicks per unique opens: 6%



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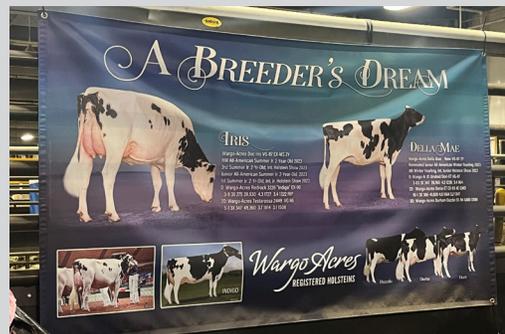
ADDITIONAL SERVICES FOR BREEDERS

WEBSITE DESIGN & MANAGEMENT

- WHA will design a website for you based on your goals and provide management and service
- Single page sites start at \$650 and multi-page sites start at \$1500 for the first year. This includes design and a year of updates. Yearly pricing after varies depending on needs.

Breeders that chose WHN for their website:

- Larson Acres, Larson Family, Evansville, WI
- Vandoske Dairy Farms LLC, Bob Vandoske Family, Cleveland, WI
- Selz-Pralle Dairy, Scott Pralle & Pam Selz-Pralle Family, Humbird, WI
- Sugar Creek Dairy, Rick & Marleen Adams, Elkhorn, WI
- Ever-Green-View, Kestell Family, Waldo, WI
- Betley Family Farms, Betley Family, Pulaski, WI



GRAPHIC DESIGN

- Banners for shows and events
- Show signs
- Sale catalogs
- Logos
- Flyers

PHOTOGRAPHY

- Need some updated images for ads or other materials? We can help you capture the perfect moment for your marketing needs.
- Contact marab@wisholsteins.com for photo session pricing and travel quotes.



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